

Alberta ■

Freedom To Create. Spirit To Achieve.

# Culture and Community Spirit

**Annual Report**  
2010-11

**Government of Alberta ■**

**Note to Readers:**

Copies of the annual report are available on the website ([www.culture.alberta.ca](http://www.culture.alberta.ca)) or by contacting:

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# Culture and Community Spirit

## Annual Report 2010-11

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# Preface

The Public Accounts of Alberta are prepared in accordance with the *Financial Administration Act* and the *Government Accountability Act*. The Public Accounts consist of the annual report of the Government of Alberta and the annual reports of each of the 24 ministries.

The annual report of the Government of Alberta contains ministers' accountability statements, the audited consolidated financial statements of the province and the *Measuring Up* report, which compares actual performance results to desired results set out in the government's strategic plan.

**This annual report of the Ministry of Culture and Community Spirit contains the minister's accountability statement, the audited consolidated financial statements of the ministry and a comparison of actual performance results to desired results set out in the ministry business plan. This ministry annual report also includes:**

- **the financial statements of entities making up the ministry including the Department of Culture and Community Spirit, regulated funds and provincial agencies for which the minister is responsible; and**
- **other financial information as required by the *Financial Administration Act* and *Government Accountability Act*, either as separate reports or as a part of the financial statements, to the extent that the ministry has anything to report.**

# Minister's Accountability Statement

The ministry's annual report for the year ended March 31, 2011, was prepared under my direction in accordance with the *Government Accountability Act* and the government's accounting policies. All of the government's policy decisions as at May 26, 2011, with material economic or fiscal implications of which I am aware have been considered in the preparation of this report.

*Original signed by  
Lindsay Blackett  
Minister of Culture and Community Spirit*

## Message from the Minister

The past year has been one of discovery, celebration and engagement – all with the goal of supporting our cultural policy, *The Spirit of Alberta*. Across the province, our ministry worked within its means to support arts and culture, preserve and protect our heritage, work together with our nonprofit/voluntary sector, protect human rights and promote fair and inclusive communities.

Community engagement is an essential component of our ministry, and it helps ensure our policies and programs meet today's challenges. We continued dialogues with the arts community and nonprofit/voluntary sector organizations, holding sessions in eight communities. To further support the voluntary sector, our government brought together 12 community leaders to form the new Nonprofit and Voluntary Sector Citizens' Advisory Committee to provide advice on addressing sector issues.

In January 2011, I took part in meetings with key American film studios and independent producers in Los Angeles. Along with the Alberta Film Commissioner; Edmonton and Calgary film commissioners; and representatives from the Alberta Association of Motion Picture and Television Unions and the Alberta Media Production Industries Association, our goal was to explore ways to help increase television, film and digital media productions in Alberta.

Investment in communities through grant programs is another way we work to build strong and healthy communities. Last year, the Community Initiatives Program and Community Facility Enhancement Program provided \$64.7 million to 1,361 applicants. An additional 32 initiatives received \$24.7 million in funding support through the Other Initiatives Program. In the third year of the Community Spirit Program, 1,792 applicants shared \$14.9 million. When coupled with the charitable tax credit for individual contributions, we are continuing our efforts to encourage increased individual charitable giving, while providing support to nonprofit/voluntary sector organizations in Alberta to meet our citizen's needs and build strong and healthy communities.

Our culture was showcased during Alberta Arts Days, which drew thousands of participants to 681 events in 91 communities, and helped to inspire a Canada-wide celebration of arts and culture: National Culture Days. Alberta's vibrant culture was also on display at the 2010 Grey Cup festivities.

Last year also saw many celebrations of our province's heritage and history. The Royal Tyrrell Museum celebrated two milestones: its 25th anniversary and its 10 millionth visitor. In February, Edmonton's Rutherford House also began celebrating its 100th anniversary. In addition, two significant discoveries of dinosaur fossils took place in Edmonton and Fort McMurray. Our department also designated three sites as provincial historic resources in Smoky Lake County, Didsbury and the Crowsnest Pass.

The process for the resolution and settlement of complaints of discrimination to the Alberta Human Rights Commission was strengthened with the appointment of a new director, one full-time and four part-time commissioners.

And yet again, Pollstar Magazine - the concert and live touring events publication that is the industry standard - showed that indeed, "It's all at the Jube" as Alberta's Jubilee Auditoria ranked as the second and third top theatres in Canada, and the 44th and 46th in the world, based on ticket sales in 2010.

These examples offer a glimpse of a few of the many accomplishments in our ministry as we continue the work of enriching and enhancing our province.

*Original Signed by*  
**Lindsay Blackett**  
*Minister of Culture and Community Spirit*

# Management's Responsibility for Reporting

The Ministry of Culture and Community Spirit includes the Department of Culture and Community Spirit and the agencies listed in the ministry entities chart on page three.

The executives of the individual entities within the ministry have the primary responsibility and accountability for the respective entities. Collectively, the executives ensure the ministry complies with all relevant legislation, regulations and policies.

Ministry business plans, annual reports, performance results and the supporting management information are integral to the government's fiscal and strategic plan, annual report, quarterly reports and other financial and performance reporting.

Responsibility for the integrity and objectivity of the consolidated financial statements and performance results for the ministry rests with the Minister of Culture and Community Spirit. Under the direction of the minister, I oversee the preparation of the ministry's annual report, including consolidated financial statements and performance results. The consolidated financial statements and the performance results, of necessity, include amounts that are based on estimates and judgments. The consolidated financial statements are prepared in accordance with the Canadian public sector accounting standards. The performance measures are prepared in accordance with the following criteria:

- Reliability – Information agrees with the underlying data and the sources used to prepare it.
- Understandability and Comparability – Current results are presented clearly in accordance with the stated methodology and are comparable with previous results.
- Completeness – Performance measures and targets match those included in Budget 2010.

As deputy minister, in addition to program responsibilities, I am responsible for the ministry's financial administration and reporting functions. The ministry maintains systems of financial management and internal control which give consideration to costs, benefits and risks that are designed to:

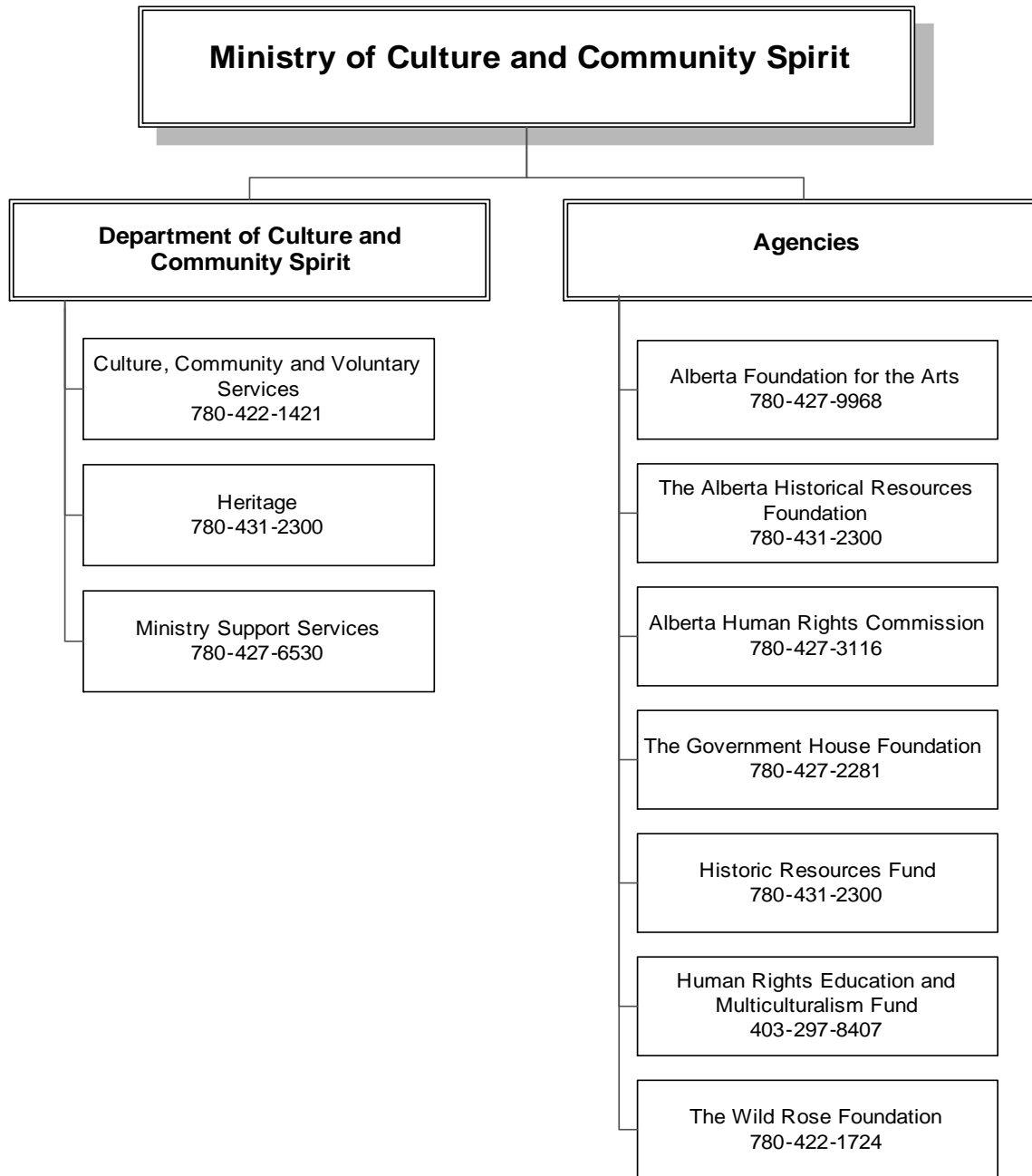
- provide reasonable assurance that transactions are properly authorized, executed in accordance with prescribed legislation and regulations, and properly recorded so as to maintain accountability of public money;
- provide information to manage and report on performance;
- safeguard the assets and properties of the province under ministry administration;
- provide Executive Council, the President of Treasury Board, the Minister of Finance and Enterprise and the Minister of Culture and Community Spirit information needed to fulfill their responsibilities; and
- facilitate preparation of ministry business plans and annual reports required under the *Government Accountability Act*.

In fulfilling my responsibilities for the ministry, I have relied, as necessary, on the executive of the individual entities within the ministry.

*Original Signed by  
Lois Hawkins  
Deputy Minister of Culture and Community Spirit  
May 26, 2011*

# Results Analysis

## Ministry Overview



The following description of the ministry's structure provides an overview of the range of programs and services available to Albertans.

## **Department**

### **1. Culture, Community and Voluntary Services**

The Culture, Community and Voluntary Services Division supports a wide range of community and cultural endeavours through education programs and services; collaboration, facilitation and consultation services; and financial support to community organizations. The division works closely with Alberta's nonprofit/voluntary sector in developing its sustained ability to provide services to communities.

The Community Spirit Program encourages charitable giving to nonprofits and charities through the charitable tax credit and donation grant. Lottery-funded grant programs such as the Community Facility Enhancement Program, Community Initiatives Program and Other Initiatives Program offer a diverse range of financial supports to meet the needs of communities and nonprofit organizations. The division also supports the work of the Alberta Human Rights Commission in protecting human rights and promoting fairness and access, including the administration of the Human Rights Education and Multiculturalism Fund.

The division works with artists, arts organizations and cultural industries to provide opportunities for Albertans to experience the arts. It provides support to the Alberta Foundation for the Arts for grant programs dedicated to promoting and showcasing the arts. The division also manages the Northern and Southern Alberta Jubilee Auditoria, which are premier venues that enhance Albertans' access to performing and community-based events. The Alberta Film Commission facilitates the growth and sustainability of Alberta's film, television and digital media industries by working with stakeholders and ensuring the province remains an attractive production centre for local and foreign productions. In addition, financial incentives used to attract film, television and digital media production are managed through the Alberta Multimedia Development Fund (formerly the Alberta Film Development Program). The division also helps Albertans make informed viewing choices by providing film classification services and licenses to commercial film distributors that operate in Alberta.

### **2. Heritage**

The Heritage Division preserves, protects and presents Alberta's natural and cultural history. The division carries out its mandate by managing and operating, in consultation and/or partnership with cooperating societies, a network of 20 provincial heritage facilities consisting of the Provincial Archives of Alberta, Royal Alberta Museum, Royal Tyrrell Museum of Palaeontology, Reynolds-Alberta Museum, Ukrainian Cultural Heritage Village, Remington Carriage Museum and 14 historic sites and interpretive centres. It also manages the provincial heritage collections, and develops and delivers education programs, exhibitions and special events. In addition, the division regulates land-based development activities in the province to preserve significant historical resources, and protects designated historic places, archaeological and palaeontological sites and historic buildings. It also provides support to The Alberta Historical Resources Foundation and The Government House Foundation.

### **3. Ministry Support Services**

Ministry Support Services includes the minister's office; deputy minister's office; communications; human resource services; financial services; policy, planning and legislative services; and information management and technology services. These services are provided to the entire ministry to optimize operating efficiency.

## **Agencies**

### **1. Alberta Foundation for the Arts**

The Alberta Foundation for the Arts provides funding to artists and arts organizations to encourage the growth and development of the arts sector in Alberta. Grants from the foundation help to provide opportunities for public participation in, and enjoyment of, the arts; for artists to develop excellence in artistic practice; and for organizations to increase capacity for arts programming. The Alberta Foundation for the Arts collects visual art of artistic and historical significance by Alberta artists and supports programming to display artwork from the collection in communities throughout the province.

### **2. The Alberta Historical Resources Foundation**

The Alberta Historical Resources Foundation provides grant assistance for community-based heritage initiatives across the province. These initiatives include conservation of historical buildings and main street heritage districts, as well as development of interpretive markers, publications and educational projects. In addition, the foundation is responsible for the naming of geographical features in Alberta and supporting the activities of several heritage societies.

### **3. Alberta Human Rights Commission**

The Alberta Human Rights Commission is an independent commission of the Government of Alberta, reporting through the minister. The commission protects human rights in Alberta by resolving complaints made under the *Alberta Human Rights Act*. Human rights tribunals adjudicate complaints that cannot be resolved. The commission also works to eliminate discrimination and barriers to full participation in society through education and other services.

### **4. The Government House Foundation**

The Government House Foundation cares for and promotes the interests of Government House, the former home of Alberta's Lieutenant Governors. The foundation advises the minister on the preservation of Government House as an historic site and building, and enhances the physical attributes of Government House, including its works of art and furnishings.

### **5. Historic Resources Fund**

The purpose of the Historic Resources Fund is to protect, enhance, promote and display Alberta's historical resources. This is done through funding programs designated by the Lieutenant Governor in Council and by promoting the use and development of related facilities.

### **6. Human Rights Education and Multiculturalism Fund**

Funding provided through the Human Rights Education and Multiculturalism Fund supports community organizations and the ministry in undertaking educational initiatives that eliminate discrimination and racism, and encourages the full participation of Albertans in all aspects of society. The Human Rights Education and Multiculturalism Fund Advisory Committee provides the minister with advice on the use of the fund, reviews grant applications and makes grant recommendations.

### **7. The Wild Rose Foundation**

The Wild Rose Foundation was established to support Alberta's voluntary sector and promote volunteerism through the provision of financial assistance, skills development and training, and recognition initiatives. The foundation currently provides funding for the annual Vitalize Provincial Voluntary Sector Conference.



## Review Engagement Report

To the Members of the Legislative Assembly

I have reviewed the performance measure identified as “Reviewed by Auditor General” in the Ministry of Culture and Community Spirit’s 2010-11 Annual Report. This performance measure is the responsibility of the Ministry and is prepared based on the following criteria:

- Reliability – Information agrees with the underlying data and with sources used to prepare it.
- Understandability and Comparability – Current results are presented clearly in accordance with the stated methodology and are comparable with previous results.
- Completeness – Performance measures and targets match those included in Budget 2010.

My review was made in accordance with Canadian generally accepted standards for review engagements and, accordingly, consisted primarily of enquiry, analytical procedures and discussion related to information supplied to my Office by the Ministry. My review was not designed to provide assurance on the relevance of this performance measure.

A review does not constitute an audit and, consequently, I do not express an audit opinion on the performance measure.

Based on my review, nothing has come to my attention that causes me to believe that the “Reviewed by Auditor General” performance measure in the Ministry’s 2010-11 Annual Report is not, in all material respects, presented in accordance with the criteria of reliability, understandability, comparability, and completeness as described above. However, my review was not designed to provide assurance on the relevance of this performance measure.

[Original signed by Merwan N. Saher, CA]  
Auditor General

May 3, 2011

Edmonton, Alberta

## Performance Measures Summary Table

Core Businesses/Goals/Performance Measure(s)	Prior Years' Results				Target	Current Actual	
<b>Facilitate the ability to build and sustain the arts, film, television, digital media, sound recording and book and magazine publishing as contributing to the provincial economy and the quality of life of Albertans</b>							
<b>1. A culturally vibrant province where Albertans are aware of and appreciate Alberta's unique cultural identity</b>							
Performance Measures Under Development: The ministry is developing performance measures to help indicate progress toward this goal.							
<b>2. A thriving arts sector with growth and sustainability in Alberta's film, television, digital media, sound recording, and book and magazine publishing industries</b>							
<b>Participation in the arts:</b>							
2.a	Percentage of adult Albertans who participated in arts activities or events*	87.6% 2006-07	87.4% 2007-08	91.0% 2008-09	90.7% 2009-10	90%	89.5% 2010-11
<b>Film and television production spending:</b>							
2.b	Dollars spent in Alberta as a result of film and television productions supported by the Alberta Multimedia Development Fund (\$million)	N/A 2006-07	87.5 2007-08	89.6 2008-09	93.4 2009-10	104.5	63.5 2010-11
<b>Support Alberta's communities and the nonprofit/voluntary sector</b>							
<b>3. Alberta has a strong nonprofit/voluntary sector supporting its communities</b>							
<b>Volunteerism:</b>							
3.a	Percentage of adult Albertans who volunteered in their community	N/A 2006-07	N/A 2007-08	81.4% 2008-09	82.7% 2009-10	81%	72.3% 2010-11
<b>Effectiveness of the Community Initiatives and Community Facility Enhancement Programs:</b>							
3.b	Percentage of Community Initiatives Program and Community Facility Enhancement Program grant recipients who indicated the funding benefited their community	98.1% 2006-07	96.9% 2007-08	99.2% 2008-09	94.4% 2009-10	98%	93.8% 2010-11
<b>Satisfaction with capacity building facilitation services and workshops:</b>							
3.c	Percentage of customers satisfied with capacity building facilitation services and workshops	97.1% 2006-07	98.3% 2007-08	97.3% 2008-09	97.6% 2009-10	98%	96.8% 2010-11

**Preserve Alberta's historic resources and make them accessible**

**4. Alberta's rich heritage is valued, and historic resources are preserved and accessible to Albertans**

**Importance of historical resources to quality of life:**

4.a Percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta**	93.9% 2006-07	94.7% 2007-08	95.0% 2008-09	95.4% 2009-10	95%	93.3% 2010-11
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**Visitation to heritage facilities:**

4.b Percentage of adult Albertans who visited a heritage facility in Alberta	58.1% 2006-07	56.9% 2007-08	62.7% 2008-09	60.9% 2009-10	59%	61.3% 2010-11
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**Protection and preservation of historical resources:**

4.c Percentage of adult Albertans who agree that overall historical resources are being adequately protected and preserved in Alberta communities	68.3% 2006-07	67.5% 2007-08	63.1% 2008-09	64.6% 2009-10	66%	65.5% 2010-11
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**Satisfaction with provincial heritage facilities:**

4.d Percentage of visitors satisfied with experiences at provincial heritage facilities ***	98.5% 2006-07	98.2% 2007-08	99.0% 2008-09	N/A 2009-10	N/A	N/A 2010-11
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**Knowledge gained of Alberta history:**

4.e Percentage of visitors to provincial heritage facilities who rated the knowledge they gained of Alberta history as excellent or good***	90.3% 2006-07	91.1% 2007-08	92.7% 2008-09	N/A 2009-10	N/A	N/A 2010-11
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**Protect human rights, promote fairness and access, and support the inclusion of all Albertans**

**5. Albertans participate in the social, economic and cultural life of the province without discrimination**

**Human rights protection:**

5.a Percentage of adult Albertans who believe human rights are well protected in Alberta	88.1% 2006-07	88.0% 2007-08	91.1% 2008-09	89.1% 2009-10	90%	89.1% 2010-11
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**Freedom from workplace discrimination:**

5.b Percentage of Albertans who believe their current or last place of work in Alberta is free of discrimination	81.0% 2006-07	79.3% 2007-08	81.3% 2008-09	80.9% 2009-10	82%	79.0% 2010-11
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\* This measure is also included in *Measuring Up 2010-11* under goal eight. Data for this measure for years 2009-10 and 2010-11 were audited by the Auditor General as indicated in the *Measuring Up Auditors' Report*.

\*\* Indicates the Performance Measure that has been reviewed by the Office of the Auditor General.

The performance measure indicated with \*\* was selected for review by ministry management based on the following criteria established by government:

- Enduring measures that best represent the goal and mandated initiatives.
- Measures for which new data is available.
- Measures that have well established methodology.

\*\*\* Starting in 2010, this survey was being conducted every three years.

## Discussion and Analysis of Results

### Strategic Priorities

#### 1. Build a culturally vibrant province

In its third year, Alberta Arts Days has grown to 681 events in 91 communities around the province. Alberta Arts Days helped to inspire the creation of the inaugural pan-Canadian 2010 National Culture Days, a movement designed to increase awareness, accessibility and participation in the arts and cultural life of Canadian communities. Online resources provided Albertans with access to celebrations across the province and assisted event organizers in planning and promoting their events. Alberta Arts Days was promoted online through Facebook, Flickr, Twitter, Google Maps and ministry websites. During the three-day event, the ministry also offered free admission and special programs at its historic sites and museums.

The Premier's Council on Arts and Culture continued in its role to assist in championing *The Spirit of Alberta* and advise the ministry on significant matters pertaining to culture. This included convening a special meeting of the council and ministry agencies, which led to an increased level of awareness of mandates between the agencies and the establishment of informal networks between the groups.

Approximately 108,000 K-12 students participated in almost 5,000 curriculum-based programs delivered by the Royal Alberta Museum, Royal Tyrrell Museum of Palaeontology and Provincial Archives of Alberta. This included the video conferencing programs for K-12 students in Alberta and around the world. Additionally, online collections were enhanced by the digitization of approximately 800 new specimen images from the Royal Tyrrell Museum of Palaeontology, which supplemented the 2,000 existing images that are available worldwide through the ministry's online Heritage Resources Management Information System.

#### 2. Partner with the nonprofit/voluntary sector

In late 2010, the minister hosted a series of dialogues with the nonprofit/voluntary sector in follow-up to events held in 2009-10. The purpose was to learn of progress made and to discuss new opportunities to collectively develop solutions that would help ensure the long-term growth and success of the sector and support healthy and vibrant communities. Participants included representatives of social services, human rights, education, environment, health and faith, multicultural, parks and sports and recreation organizations.

The government brought together 12 community leaders from across the province to form the new Nonprofit and Voluntary Sector Citizens' Advisory Committee to provide advice on issues facing the nonprofit/voluntary sector. The committee reviewed information gathered from the minister's series of dialogues with the nonprofit/volunteer sector, aimed at finding ways of working together for the betterment of Albertans. Also, the ministry provided facilitation of various meetings and public/stakeholder consultations, organizational development and numerous training opportunities for several hundred organizations. These efforts strengthened nonprofit/voluntary sector capacity by helping organizations meet their needs and address community issues.

In partnership with other ministries, police, community groups, municipalities, businesses and social agencies, the ministry supported the Safe Communities Initiative to promote strong and vibrant communities and reduce crime. This included facilitation of a planning session with ministries involved in the Alberta Gang Reduction Strategy to prioritize actions for implementation. Consultation and training were also provided to organizations applying to the Safe Communities Innovation Fund.

### **3. Inclusive communities**

The process for the resolution and settlement of complaints of discrimination to the Alberta Human Rights Commission has been strengthened with the appointment of a new director, one full-time and four part-time commissioners. The new director brings expert knowledge of labour and administrative law to the commission, having served on various tribunals in Canada, most recently as Commissioner of the Canada Pension Plan/Old Age Security Act Review Tribunals. The new members of the commission are members of the Alberta legal community who bring expertise in relevant areas of the law, including human rights law, labour law, mediation and arbitration.

### **4. Infrastructure sustainability**

In association with the Ministry of Infrastructure, ministry staff advanced the redevelopment capacity of the Royal Alberta Museum by initiating construction in fall 2010 at the Acheson Centre to convert it to a heritage collections facility. As well, a greater understanding of the museum's natural and human history requirements was gained through numerous planning and design exercises. Plans for a new museum in downtown Edmonton were announced in April 2011. The existing Royal Alberta Museum at the Glenora site will remain open to the public until the new facility is completed.

### **5. Economic diversification through culture**

The ministry supported the development and implementation of a project-building plan for the Alberta Creative Hub, a permanent soundstage and film studio managed by a nonprofit society. The result of this project will be a common infrastructure that will foster growth and innovation of creative industries, particularly Alberta's film, television and digital media industries. When completed, it will be a centre for cultural excellence to help attract and retain talent and productions to Alberta, increasing the economic contribution of this industry to Alberta. In January 2011, a mission to Los Angeles, California, was undertaken to highlight Alberta as a premier filming location to key film studios and independent producers in the United States.

The Alberta Film Development Program was renamed the Alberta Multimedia Development Fund to highlight the inclusion of funding for digital media and projects in the digital multimedia sector. It continues to assist conventional production practices, encourage new business models and accommodate alternative distribution or broadcast delivery options. Also, four new programs were implemented to provide additional support to the production sector in the areas of project/script development, export market development, training and mentorship, and Alberta stories.

## Core Business 1

Facilitate the ability to build and sustain the arts, film, television, digital media, sound recording and book and magazine publishing as contributing to the provincial economy and the quality of life of Albertans

## Goal 1

A culturally vibrant province where Albertans are aware of and appreciate Alberta's unique cultural identity

### Overview

Culture and Community Spirit supports this goal by coordinating the support and promotion of *The Spirit of Alberta*. This policy has four keystones: Albertans, no matter where they live or their level of income, have the access to a wide range of cultural activities; communities have the capacity they need to support culture; our artists and creators are striving to achieve excellence; and government policy will encourage cultural industry capacity, sustainability and development. As well, the ministry develops partnerships involving other ministries, other governments, the private sector, the nonprofit/voluntary sector and the cultural sector to explore and recommend new ways to support the cultural policy.

### Results

The minister continued to engage the arts sector in dialogues across the province to identify challenges and opportunities where the government and the arts sector could work together to support healthy and vibrant communities. In follow-up to the meetings held in 2009-10, the minister returned to Calgary, Edmonton, Fort McMurray, Grande Prairie, Lethbridge and Red Deer as well as visited two new communities: Cold Lake and Medicine Hat. Approximately 175 people from the arts sector participated in this second round of dialogues. Those who were unable to attend the meetings were able to provide feedback through the Culture and Community Spirit website. The size of the arts sector in Alberta, along with diverse local needs and interests, resulted in unique conversations within each community. There were, however, a number of themes that were repeated in several of the conversations that are important to note, including: promoting the arts; funding challenges; communication and collaboration; facility needs; engaging the private sector; engaging young Albertans; and regional challenges facing northern communities.

The Premier's Council on Arts and Culture continued in its role to assist in championing *The Spirit of Alberta* and advise the ministry on significant matters pertaining to culture. One initiative undertaken was to convene a special meeting of the council and the ministry's agencies. This meeting was held in September 2010 in Drumheller. It was the first time the council had met with representatives from the Alberta Foundation for the Arts, the Alberta Historical Resources Foundation, the Alberta Nonprofit/Voluntary Sector Initiative and the Human Rights and Multiculturalism Education Fund Advisory Committee. A significant level of awareness was created between the agencies regarding one another's mandates and led to the creation of informal networks between the council and the agency representatives.

Ministry staff also continued to work with colleagues at all levels of government and in the community on initiatives related to culture. Within the provincial government, some of the partnerships included assisting the Alberta Japan Office to promote an Alberta musician performing in Japan, and providing the Ministry of Service Alberta with updated content for the cultural bundle on its website. At the federal level, representatives from the ministry participate on the Federal-Provincial/Territorial Culture/Heritage and Tourism Initiative. Additionally there are many partnerships with municipalities, nonprofit groups, cultural industries and individual artists through community investment programs.

## Goal 2

A thriving arts sector with growth and sustainability in Alberta's film, television, digital media, sound recording, and book and magazine publishing industries

### Overview

Culture and Community Spirit supports this goal by working with artists, arts organizations and cultural industries to promote participation in, and foster an appreciation of, the arts. This includes preserving, maintaining and displaying Alberta's art collections; providing support to new media, the sound recording and book and magazine publishing industries; and distributing grants to artists and arts organizations through the Alberta Foundation for the Arts. At the Jubilee Auditoria, the ministry showcases a wide variety of cultural and community events, including international touring theatre companies and musicians. The ministry collaborates with stakeholders to align government and film, television and digital media industry efforts to increase industry capacity, sustainability and development. This includes classifying all films prior to public exhibition, licensing and regulating film distributors, and communicating classifications to movie theatres and media outlets.

### Results

In its third year, Alberta Arts Days has grown to 681 events in 91 communities across the province. Alberta Arts Days helped to inspire the inaugural pan-Canadian 2010 National Culture Days, which was designed to increase awareness, accessibility and participation in Canadian cultural life. Online resources provided Albertans with access to celebrations across the province and assisted event organizers in planning and promoting their events. Alberta Arts Days was promoted online through Facebook, Flickr, Twitter, Google Maps and ministry websites. During the three-day event, the ministry also offered free admission and special programs at its historic sites and museums.

**DID YOU KNOW?** The Alberta Arts Days website was the most viewed departmental website for the month of September 2010, while the Alberta Culture Calendar was the third most viewed that month.

The Alberta Film Development Program was renamed the Alberta Multimedia Development Fund to highlight the inclusion of funding for digital media and projects in the digital multimedia sector. The fund continues to assist conventional film productions and encourages new business models and alternative distribution or broadcast delivery options. Also, four new programs were implemented to provide additional support to the production sector in the areas of project/script development, export market development, training and mentorship, and Alberta stories.

The ministry also supported the development of a project-building plan for the Alberta Creative Hub, a permanent sound stage and film studio managed by a nonprofit society. This common infrastructure will foster growth and innovation of creative industries, particularly film, television and digital media. When completed, it will be a centre for cultural excellence and help to attract and retain talent and productions, increasing the economic contribution of this industry to Alberta. A mission with key American film studios and independent producers in Los Angeles, California, was undertaken in January 2011 by the minister, the film commissioners of the province, the City of Edmonton and the City of Calgary; and representatives from the Alberta Association of Motion Picture and Television Unions and the Alberta Media Production Industries Association. The goal of the visit was to promote Alberta as a premier filming location and explore ways to help increase television, film and digital media productions in Alberta.

The ministry worked with over 40 film festivals and community groups to provide rating and content information for over 900 films screened in communities across the province. Age ratings and advance content information for over 450 films were provided to Albertans on [albertafilmratings.ca](http://albertafilmratings.ca), which experienced a 20 per cent increase in web traffic over last year. Every movie theatre in the province was provided with promotional material about Alberta's age rating and content information system to support the implementation of the 2009 *Film and Video Classification Act*. A link to information about the act on [albertafilmratings.ca](http://albertafilmratings.ca) received nearly 2,000 visits from public and industry stakeholders wanting to learn more.

**DID YOU KNOW? The ministry website [albertafilmratings.ca](http://albertafilmratings.ca) has a Twitter feed ([abfilmrating](#)) to provide Albertans with instantaneous movie content and ratings information as it becomes available.**

To provide opportunities for artists throughout the province, the ministry supported cultural activities such as Alberta House, which was a component of the 2010 Grey Cup Festival in Edmonton. The four-day festival featured performances from Alberta artists and performers representing an array of disciplines including literary arts, Aboriginal arts, theatre, music, visual arts, culinary arts and sports. Also, a social media strategy was implemented to provide Albertans with increased awareness of the Traveling Exhibition and Art Placement programs. Over 3,000 visits were made to the Traveling Exhibition online maps, which locate exhibits in Alberta communities.

Alberta Foundation for the Arts grant streams such as Arts Festivals, Community Presenting, and Individual Project grants provided opportunities for artists to travel throughout Alberta and around the world to participate in major events. For example, the foundation's Cultural Relations grants enabled Alberta artists to act as cultural ambassadors in China, France, Germany, the United Kingdom, Japan, Cuba, South Africa, Burundi and Argentina.

**DID YOU KNOW? The Alberta Foundation for the Arts collection has more than 8,200 artworks and includes more than 3,000 paintings, 1,100 drawings and 600 sculptures. More than 2,600 of these artworks are out on display in Alberta communities.**

The Alberta Foundation for the Arts grant program structure continued to evolve based on input from the foundation's Program Evaluation Steering Committee. The grant programs will be streamlined from four programs of 36 grant streams to three programs of 18 grant streams to lessen administrative burden on organizations. Included in this restructuring is a reduced number of grant application forms to enhance clarity within the application process.

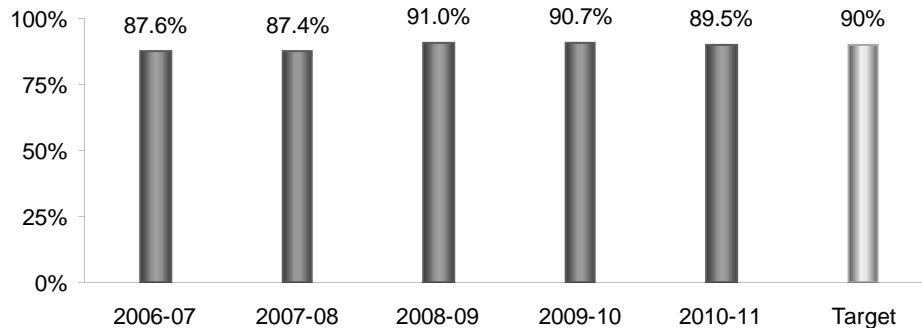
The Alberta Foundation for the Arts targeted the 2010-11 fiscal year as a transitional programming year, with full implementation of grant stream changes slated for the 2011-12 fiscal year. Responsibility for cultural industries granting has been transferred from the Alberta Foundation for the Arts to the department. This decision will result in the alignment of the cultural industry grant streams with the recently renamed Alberta Multimedia Development Fund, and the refinement of guidelines to further support the ministry's commitment to the Cultural Industries goal of *The Spirit of Alberta*.

From hosting touring shows and concerts, to supporting Alberta's cultural organizations, community celebrations, graduations and amateur performances, the Jubilee Auditoria provide a place for Albertans to experience all types of arts and culture. Last year, Pollstar Magazine - the concert and live touring events publication industry standard - ranked the Jubilee Auditoria as the second and third top theatres in Canada, and the 44th and 46th in the world, based on ticket sales in 2010.

# Performance Measures

## 2.a Participation in the arts:

Percentage of adult Albertans who participated in arts activities or events



Source: Culture and Community Spirit Survey of Albertans on Culture

### Description

This measure indicates adult Albertans' participation, including attendance, in arts activities or events. Examples of participation include performing in a choir, playing a musical instrument, taking an arts course or visiting an arts exhibition or gallery.

### Results

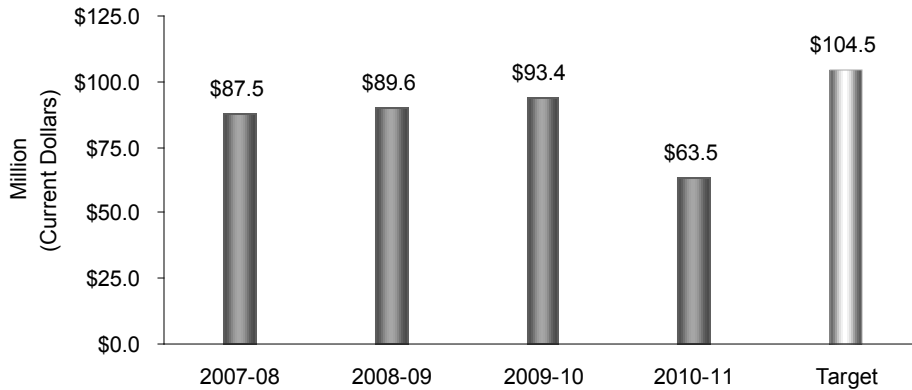
In 2010-11, 89.5 per cent of adult Albertans participated in arts activities or events. The result was slightly less than the target of 90 per cent but remains consistently high and just below the near record levels of the past two years.

### Analysis

Albertans' decisions to attend and participate in arts activities or events are influenced by many factors including the availability of time, accessibility, affordability, public awareness and availability of information on the event. Albertans indicated that a lack of time was the primary reason hindering their attendance (46.3 per cent) and participation (52.1 per cent) at arts activities or events. Continuing high levels of participation may be attributed to the continued success of Alberta Arts Days and other events such as Alberta House, a component of the four-day festival that featured performances from Alberta poets, songwriters and comedy improv groups leading up to the 2010 Grey Cup in Edmonton. The Jubilee Auditoria, operated by the ministry, helps to support Alberta's cultural policy by offering access to cultural events and activities to all Albertans.

## 2.b Film and television production spending

Dollars spent in Alberta as a result of film and television productions supported by the Alberta Multimedia Development Fund (\$million)



Source: Alberta Multimedia Development Fund Production Reports

Note: In 2010-11, the Alberta Film Development Program was renamed the Alberta Multimedia Development Fund.

### Description

This measure indicates the total dollar expenditure in Alberta of all film productions supported by the Alberta Multimedia Development Fund. Eligible costs generally include all expenditures where the good or service is purchased and consumed in Alberta.

### Results

In 2010-11, \$63.5 million was spent in Alberta as a result of film and television productions supported by the Alberta Multimedia Development Fund. The result was \$41 million less than the target of \$104.5 million.

### Analysis

The key influencing factors contributing to the result include the cancellation of two dramatic series and the residual effect of the global economic situation that resulted in a worldwide decrease in film production. The continued high value of the Canadian dollar has also further reduced the attractiveness of Alberta for foreign productions. In addition, the effects of the aggressive financial incentives recently implemented by British Columbia, Ontario, Quebec and several American states that affected Alberta's competitiveness are now being felt. While recent action was taken to increase Alberta's competitiveness in attracting and retaining film and television productions by increasing grant percentages by six per cent, and raising the per project grant cap to \$5 million from \$3 million, it may take time for the changes to have an influence. Finally, southern Alberta lacks the competitive draw of a permanent studio facility, a requirement in attracting large budget productions to the province. The development of the Alberta Creative Hub will significantly improve the province's ability to attract foreign production and better facilitate indigenous production, resulting in growth to the sector overall.

## Core Business 2

Support Alberta's communities and the nonprofit/voluntary sector

### Goal 3

Alberta has a strong nonprofit/voluntary sector supporting its communities

#### Overview

Culture and Community Spirit provides support to this goal through capacity building initiatives within Alberta's communities and the nonprofit/voluntary sector. This includes working in collaboration with the sector and offering awareness, recognition, leadership and training. The ministry provides facilitation and consultation services as well as public participation and stakeholder consultation processes to the nonprofit/voluntary sector, community organizations, networks and government entities. The ministry also provides financial support to Alberta's community organizations, nonprofit organizations and public-use facilities through a diverse range of programs and grants (e.g., Community Spirit Program, Community Initiatives Program and Community Facility Enhancement Program).

#### Results

In late 2010, the minister hosted a series of dialogues with the nonprofit/voluntary sector in follow-up to meetings held in 2009-10. The purpose was to learn of progress made and to discuss new opportunities to collectively develop solutions that would help ensure the long-term growth and success of the sector, and support healthy and vibrant communities. Participants included representatives of social services, human rights, education, environment, health and faith, multicultural, parks and sports and recreation organizations.

To help further the conversation, two communities were added to the second tour for a total of eight community visits in Grande Prairie, Calgary, Red Deer, Fort McMurray, Edmonton, Lethbridge, Cold Lake and Medicine Hat. Approximately 230 representatives from Alberta's nonprofit/voluntary sector participated in the second round of dialogues. Those who were unable to attend the meetings were able to provide feedback through the Culture and Community Spirit website. The size of the nonprofit/voluntary sector in Alberta, along with diverse local needs and interests, resulted in unique conversations within each community. There were, however, a number of themes that were repeated in several of the conversations including: capacity of sector organizations; promoting the value of the sector; health and sustainability of the sector; collaboration; funding practices; and under-represented groups.

**DID YOU KNOW?** For 22 consecutive years, Alberta's annual provincial voluntary sector conference, Vitalize, has helped organizations achieve their goals by providing affordable and accessible skills development.

The government brought together 12 community leaders from across the province to form the new Nonprofit and Voluntary Sector Citizens' Advisory Committee to provide advice on issues facing the nonprofit/voluntary sector. As a part of its work, the committee reviewed information gathered from the minister's dialogues with the sector.

The Alberta Nonprofit/Voluntary Sector Initiative provided cross-ministry forums for discussion of nonprofit/voluntary sector issues including the initiative's Ministers Meetings, Collaboration Committee Meetings, Deputy Ministers Meetings and the Continuing the Dialogue session, a cross-ministry and cross-sector dialogue on sector funding. The minister, along with his Alberta Nonprofit/Voluntary Sector Initiative ministerial colleagues, had discussions on how ministries can work more collaboratively to ensure a better understanding of the sector, and how government programs and services can better align with high priority needs related to the sector. Also, members of the Alberta Nonprofit/Voluntary Sector Initiative and several deputy ministers had discussions on the issue of how nonprofit/voluntary sector organizations and the clients they serve are changing.

The ministry supported a partnership with the Ministry of Environment to develop a Terms of Reference and a strategic plan for the Community of Practice on Public Engagement to share and distribute information on public engagement, and to hold workshops on topics such as how to make communities of practice more effective.

To address community issues, the ministry's Community Development Branch worked with over 500 rural and urban community organizations, municipalities and other ministries on over 800 projects. This work was done through organizational development, training and facilitation of various meetings and public/stakeholders consultations. More than 900 consultations and workshops were held with over 13,000 participants.

**DID YOU KNOW?** Client feedback indicated that the ministry, through the Community Development Branch, did an excellent job of guiding the planning process and drawing out both board and community members. Branch staff allowed clients to express their own ideas without influence.

The third year of the Community Spirit Program was launched with the continued goal of increasing individual charitable giving and providing support to individual nonprofit/voluntary sector organizations in Alberta. In total, 1,792 applicants to the donation grant program from around the province shared \$14.9 million in 2010-11. Further financial support was provided through the Community Initiatives Program, the Community Facility Enhancement Program and the Other Initiatives Program to assist nonprofit community organizations in responding to identified needs equitably across the province. The Community Initiatives Program and the Community Facility Enhancement Program provided \$64.7 million to 1,361 applicants to benefit community projects and initiatives throughout the province. An additional 32 initiatives received \$24.7 million in funding support through the Other Initiatives Program.

**DID YOU KNOW?** During the 2010-11 donation grant cycle, the Community Spirit Program received approximately 33 per cent of their applications through the new online application system.

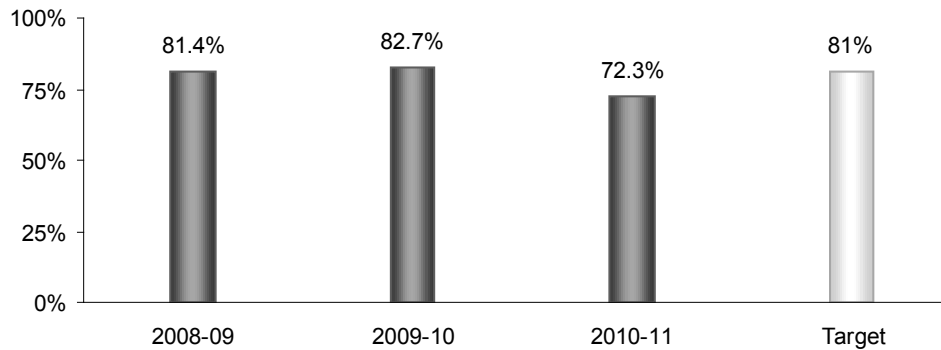
In partnership with other ministries, police, community groups, municipalities, businesses and social agencies, the ministry supported the Safe Communities Initiative to promote strong and vibrant communities and reduce crime. This included facilitation of a planning session with ministries involved in the Alberta Gang Reduction Strategy to prioritize actions for implementation. Assistance was also provided to several organizations interested in applying to the Safe Communities Innovation Fund by providing consultation and training in proposal writing.

The ministry contributed to developing meaningful, long-term solutions to reduce crime and preserve the safety of our communities through facilitation, consultation and training services to 70 community organizations, municipalities and other ministries. Examples of the range of support provided include facilitation of a meeting for the Smoky Lake Rural Crime Watch Association; a stakeholder input session for the Alberta School Boards Association's drug awareness committee; and board governance training for Crisis Centre Sexual Assault Services in Red Deer. The Alberta Gaming and Liquor Commission and Alberta Health Services also received facilitation support to update a draft action plan for a government working session on the Alberta Alcohol Strategy.

# Performance Measures

## 3.a Volunteerism

Percentage of adult Albertans who volunteered in their community



Source: Culture and Community Spirit Survey of Albertans on Culture

### Description

This measure indicates the level of community volunteerism by adult Albertans in the past 12 months. Volunteering is an unpaid contribution of time, energy and/or talents to charitable or nonprofit organizations, causes, community development activities, or help through personal initiative to individuals.

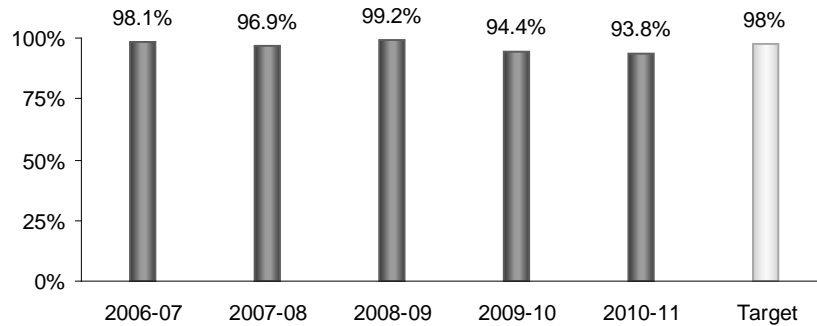
### Results

In 2010-11, 72.3 per cent of adult Albertans reported that they volunteered, 8.7 per cent lower than the target.

### Analysis

The 2010-11 result was 10.4 per cent less than the 2009-10 survey result of 82.7 per cent. The most significant decrease in volunteering was in the area of informal volunteering (-13.6 per cent) but declines were also seen in arts and culture (-4.4 per cent), human services (-2.2 per cent), other various types of volunteer work (-3.8 per cent) and sport (-2.6 per cent). One area, youth development, had an increase in volunteering (3.8 per cent). The Alberta volunteerism rate is influenced by Alberta's economy, job market and the amount of free time Albertans have to volunteer. There was also an emerging trend identified among organizations on how volunteers want to be engaged. Rather than volunteer two afternoons a week for example, volunteers want to be involved in group volunteering, episodic volunteering and using social media and other technological methods to volunteer. This year, Albertans indicated their primary barriers to volunteering include lack of time (48 per cent), disability or health problem (15.2 per cent) and lack of interest in volunteering (8.3 per cent).

### 3.b Effectiveness of the Community Initiatives and Community Facility Enhancement Programs: Percentage of Community Initiatives Program and Community Facility Enhancement Program grant recipients who indicated the funding benefited their community



Source: Community Initiatives Program Client Survey and Community Facility Enhancement Program Client Survey  
Note: Due to the new annual report timelines, the result for the 2010-11 fiscal year is based on the last quarter of the 2009-10 fiscal year and the first three quarters of the 2010-11 fiscal year.

#### Description

This measure indicates the percentage of Community Initiatives Program and Community Facility Enhancement Program grant recipients who indicated that grant funding received benefited their communities.

#### Results

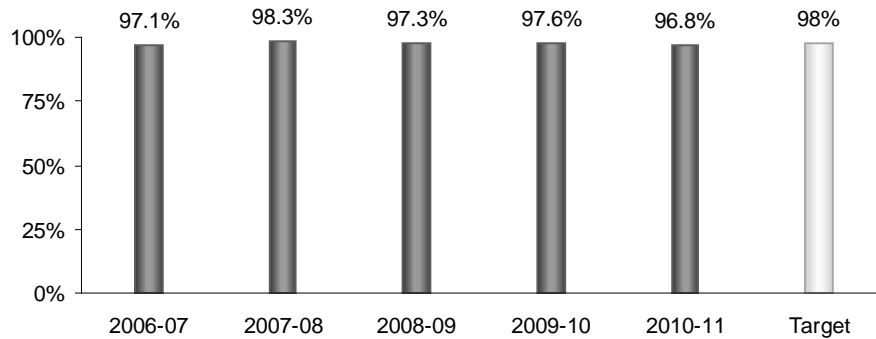
In 2010-11, 93.8 per cent of Community Initiatives Program and Community Facility Enhancement Program grant recipients agreed that the funding benefited their community. While the result remains exceptionally high, the target was not met.

#### Analysis

The completion status of projects, unforeseen increases in project costs and the amount of funding requested versus received are potential influences on the result. In total, \$64.7 million was provided to 1,361 applicants through these two grant programs to improve Alberta communities. Of the recipients who responded that the Community Initiatives Program benefited their community, 91 per cent indicated that the funding enabled their organization to increase the quality of services it provides. For example, funding was used for essential service costs to build or upgrade a building or facility, or for events, programs and equipment. Of the recipients that received funding from the Community Facility Enhancement Program, 88.5 per cent indicated that the funding maintained or increased services to their community; for example, funding was used to upgrade or build facilities. Furthermore, 71.2 per cent of these respondents indicated the facility would now be used for new or additional activities or purposes.

### 3.c Satisfaction with capacity building facilitation services and workshops:

Percentage of customers satisfied with capacity building facilitation services and workshops



Source: Client Satisfaction Survey: Customer Service Information System

#### Description

This measure indicates the percentage of clients who were satisfied overall with capacity building facilitation services and workshops. Capacity building facilitation services and workshops encompass a broad range of activities including planning, knowledge and skill transfer, and facilitation and/or consultation regarding a variety of topics from organization development to public stakeholder consultations.

#### Results

In 2010-11, 96.8 per cent of clients were satisfied with the ministry's capacity building facilitation services and workshops. While the result remains exceptionally high, the target was not met.

#### Analysis

Results may be affected by a steady and high demand for facilitation and public participation services and training workshops, which help community organizations and government to address issues and develop organizational and board capacity. This is accomplished through the specialized knowledge of the ministry's Community Development Officers. The ministry's focus on customizing these services and workshops to meet the needs of the client likely had a positive influence on results. Another contributing factor is that these services and workshops are highly accessible to organizations anywhere in Alberta. The ministry provided a broad range of capacity building facilitation services and workshops to rural and urban nonprofit/voluntary sector organizations and government organizations. Over 800 projects were supported, with approximately 600 of those completed in 2010-11.

## Core Business 3

Preserve Alberta's historic resources and make them accessible

### Goal 4

Alberta's rich heritage is valued, and historic resources are preserved and accessible to Albertans

#### Overview

Culture and Community Spirit supports this goal by managing, operating and promoting a network of provincial heritage facilities that comprises five major museums, 14 historic sites and interpretive centres, and the Provincial Archives of Alberta. This includes managing an irreplaceable legacy of millions of historic and scientific objects, specimens and records. Curriculum-based and general interest programs, exhibits, events and activities provide learning opportunities for children, students and adults. The ministry ensures that over 450 designated historic places and thousands of archaeological and palaeontological sites are protected. The ministry regulates land-based development activities to preserve significant historic resources and ensure that industry adopts appropriate heritage management practices. The Alberta Historical Resources Foundation provides advice and funding assistance for historical preservation and presentation.

#### Results

In association with the Ministry of Infrastructure, staff advanced the redevelopment capacity of the Royal Alberta Museum by initiating construction in fall 2010 at the Acheson Centre to convert it to a heritage collections facility. As well, a greater understanding of the museum's natural and human history requirements was gained through numerous planning and design exercises. Plans for a new museum in downtown Edmonton were announced in April 2011. The existing Royal Alberta Museum at the Glenora site will remain open to the public until the new facility is completed.

Further infrastructure projects included the implementation of protective and interpretive strategies at the Hoodoos Site in Drumheller. This included the installation of three staircase systems, a wheelchair accessible elevated walkway, two shade structures, benches and an upper fence system.

**DID YOU KNOW?** Travel Alberta honoured the Royal Tyrrell Museum of Palaeontology with the distinguished Alberta Pride Alto Award, which was created to recognize organizations that offer special tourism experiences.

In support of the *Land-use Framework*, an agreement was established between the Royal Alberta Museum and the Alberta Biodiversity Monitoring Institute for the sorting, identification and storage of specimens from approximately 1,117 terrestrial and 72 aquatic sites across Alberta, using a combination of museum and contracted services. This information will be used to monitor and provide scientific data on biodiversity and land use.

**DID YOU KNOW?** The Royal Alberta Museum's Natural Selections exhibition was nominated for two Rosie Awards at an annual event celebrating production excellence, which was hosted by the Alberta Media Picture Industries Association.

Online ministry collections were enhanced by the digitization of approximately 800 new specimen images from the Royal Tyrrell Museum of Palaeontology, and supplemented the 2,000 existing images that are available worldwide through the ministry's online Heritage Resources Management Information System.

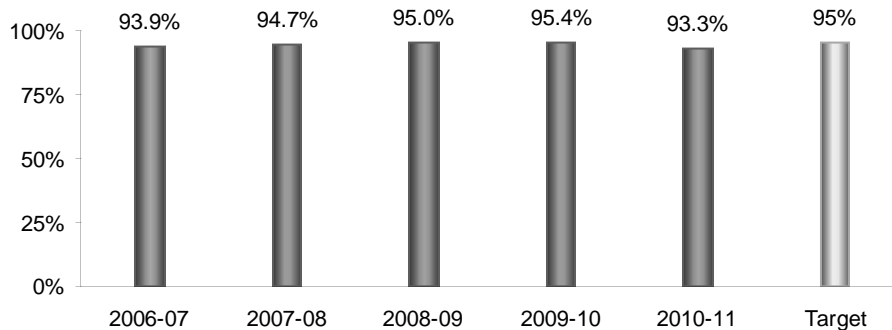
In 2010-11, the ministry delivered almost 5,000 K-12 programs to approximately 108,000 students. Content ranged from dinosaurs to aerodynamics, magnets to musical instruments, and homesteading to bugs to bogs. All programs are aligned with the Alberta Education curriculum and some have been formally accredited. The Royal Tyrrell Museum of Palaeontology saw a 25 per cent increase in the number of video conference programs delivered to schools in Alberta, Canada and around the world. Additionally, new video conferencing school programs were developed by the Royal Alberta Museum, Royal Tyrrell Museum of Palaeontology and Provincial Archives of Alberta. These programs increase students' knowledge of the province's natural history.

**DID YOU KNOW?** The Royal Tyrrell Museum of Palaeontology celebrated its 25th anniversary with a special new exhibit, *Alberta Unearthed*, and reached a new attendance milestone of 10 million visitors.

# Performance Measures

## 4.a Importance of historical resources to quality of life:

Percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta



Source: Culture and Community Spirit Survey of Albertans on Culture

### Description

This measure assesses the percentage of adult Albertans who feel that historical resources in Alberta communities are important in contributing to the overall quality of life in Alberta.

### Results

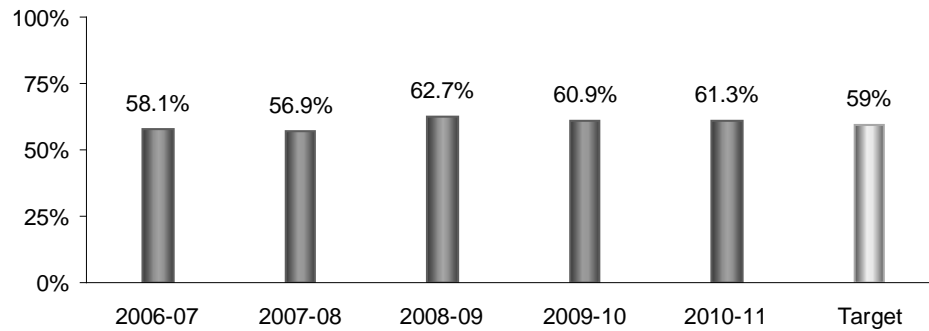
In 2010-11, 93.3 per cent of adult Albertans felt that Alberta's historical resources are important in contributing to their overall quality of life. This was 1.7 per cent lower than the target but remains exceptionally high.

### Analysis

Media coverage of heritage events and activities may influence Albertans' perception of the importance of historical resources to their overall quality of life. The ministry helped to raise awareness of Alberta's historical resources by offering free admission and activities at provincial museums and historic sites during Family Day and Alberta Arts Days events, where Albertans could meet museum curators and scientists. Education programs and online access to Alberta museums and historic sites could also have contributed to the result.

#### 4.b Visitation to heritage facilities:

Percentage of adult Albertans who visited a heritage facility in Alberta



Source: Culture and Community Spirit Survey of Albertans on Culture

#### Description

This measure provides an indication of how many Albertans visited a heritage facility in Alberta in the past year. The heritage facilities included in this measure are not limited to those operated by the ministry.

#### Results

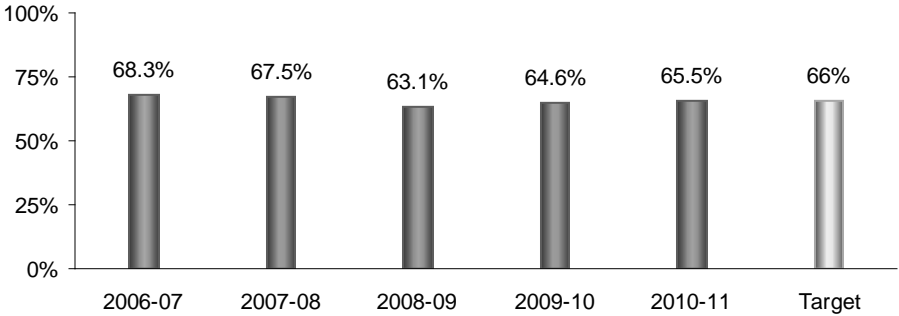
In 2010-11, 61.3 per cent of adult Albertans visited a heritage facility in Alberta. The result exceeded the target by 2.3 per cent.

#### Analysis

Albertans' visitation to heritage facilities is influenced by many factors, including the condition and types of the events and exhibits at facilities, other available entertainment or educational opportunities and Albertans' disposable income. Despite the current economic climate, there were almost 900,000 visits to provincially operated heritage facilities in 2010-11. Successful promotional/advertising campaigns and free admissions to provincial facilities during special events contributed to the result. It may also have been influenced by the Royal Tyrrell Museum of Palaeontology celebrating its 25th anniversary and welcoming its 10 millionth visitor. Virtual exhibits of facilities, online resources and distance learning at both the Royal Tyrrell Museum of Palaeontology and the Royal Alberta Museum may also have influenced the results.

**4.c Protection and preservation of historical resources:**

Percentage of adult Albertans who agree that overall historical resources are being adequately protected and preserved in Alberta communities



Source: Culture and Community Spirit Survey of Albertans on Culture

**Description**

This measure assesses how well Albertans perceive the province’s historical resources are being preserved and protected in Alberta. Albertans were asked to think about the government’s role as the steward and custodian of historical resources particularly with respect to historical buildings and archaeological and fossil resources.

**Results**

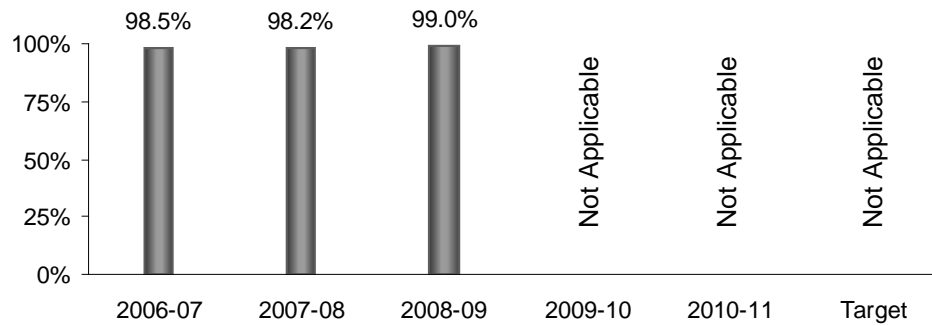
In 2010-11, 65.5 per cent adult Albertans agreed that overall historical resources are being adequately protected and preserved in Alberta communities, essentially meeting the target.

**Analysis**

Personal experience or knowledge of heritage sites may affect the perception of how well historical resources are being protected. The number and condition of historical resources in Alberta communities could also influence their response. Media coverage of heritage events and activities may influence Albertans’ perception that historical resources are being adequately protected and preserved. For example, the United Merchants of Alberta general store was given as a gift from the Town of Smoky Lake to the Ukrainian Cultural Heritage Village. The store was trucked to the village, where it will be restored to its original 1930s appearance. Other preservation activities carried out by the ministry may also have contributed to the result. For example, in 2010-11, there were 14 new designations of community-based historical resources (mostly historic buildings) throughout the province.

#### 4.d Satisfaction with provincial heritage facilities:

Percentage of visitors satisfied with experiences at provincial heritage facilities



Source: Heritage Facilities Visitor Survey: Non-Local and Local Residents

Note: Starting in 2009-10, this survey was being conducted every three years. However, this measure was removed from the ministry's 2011-14 business plan due to the consistency in results and the high cost associated with the survey.

#### Description

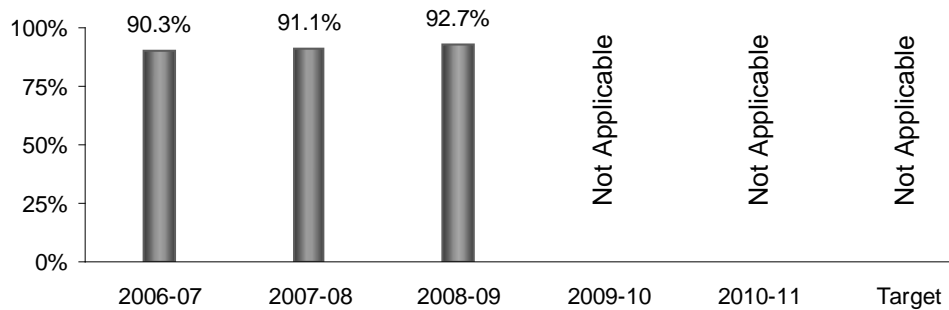
This measure assesses visitors' level of overall satisfaction with their experiences at provincial historic sites, museums and interpretive centres.

#### Results

The measure was removed from the ministry's 2011-14 business plan due to the consistency in results and the high cost associated with the survey. However, sites continue to measure satisfaction in ways that best meet their individual operating needs and ultimately allow them to deliver better visitor experiences.

#### 4.e Knowledge gained of Alberta history:

Percentage of visitors to provincial heritage facilities who rated the knowledge they gained of Alberta history as excellent or good



Source: Heritage Facilities Visitor Survey: Non-Local and Local Residents

Note: Starting in 2009-10, this survey was being conducted every three years. However, this measure was removed from the ministry's 2011-14 business plan due to the consistency in results and the high cost associated with the survey.

#### Description

This measure assesses visitors' perceptions of the knowledge they gained about Alberta history during a visit to a provincial historic site, museum or interpretive centre.

#### Results

The measure was removed from the ministry's 2011-14 business plan due to the consistency in results and the high cost associated with the survey. However, sites continue to measure satisfaction indicators in ways that best meet their individual operating needs and ultimately allow them to deliver better visitor experiences.

## Core Business 4

Protect human rights, promote fairness and access, and support the inclusion of all Albertans

## Goal 5

Albertans participate in the social, economic and cultural life of the province without discrimination

### Overview

Culture and Community Spirit supports this goal by promoting the awareness and understanding of Alberta's human rights legislation and by offering support to resolve and adjudicate human rights complaints through the Alberta Human Rights Commission. The ministry provides education, information and consultative services to support human rights, equity, diversity and multiculturalism in the province. The ministry also represents Alberta with respect to the province's international human rights responsibilities. The Human Rights Education and Multiculturalism Fund provides financial support to community organizations and public institutions (e.g., schools, post-secondary institutions) for initiatives that foster equality, reduce discrimination and racism, remove organizational barriers and increase community capacity to build inclusive organizations and communities.

### Results

The ministry was actively engaged in supporting nonprofit organizations in their efforts to create a greater sense of belonging in communities by providing consultative support to organizations across Alberta. Through the Human Rights Education and Multiculturalism Fund, the ministry also provided 25 grants to qualified organizations totalling more than \$1 million for projects that helped build welcoming and inclusive communities, and reduced racism and discrimination. Many of these projects focused on youth, Aboriginal and ethno-cultural issues.

Additionally, a grant from the Human Rights Education and Multiculturalism Fund to the Alberta Recreation and Parks Association will support the Diversity Friendly Communities project. This project will use the association's Active, Creative and Engaged Communities framework, extensive provincial network, resources and community building tools to help communities prepare for increased diversity. It will help develop leaders who are capable of managing the process for change.

Organizations, associations and conference participants heard presentations from ministry staff on strategies and initiatives to increase access and reduce barriers to participation. More than 9,100 Albertans were exposed to human rights-related displays and materials at 36 events across the province. In addition, communication initiatives were launched to promote awareness of days significant to human rights and diversity, including Holocaust Memorial Day (Yom ha-Shoah), International Day for the Elimination of Racial Discrimination, Black History Month, Ukrainian Famine and Genocide Memorial Day (Holodomor), International Human Rights Day and Multiculturalism Day.

The ministry continued to champion the Coalition of Municipalities Against Racism and Discrimination in Alberta. A total of 10 Alberta municipalities have committed to this United Nations Educational, Scientific and Cultural Organization initiative, the largest number of any jurisdiction in Western Canada. The Alberta Urban Municipalities Association passed a resolution at its annual convention that speaks to the importance and benefits of the coalition and urged municipalities to join. Several of the municipalities that are members of the coalition have completed action plans that identify how their communities will combat racism and discrimination.

The Welcoming and Inclusive Communities partnership with the Alberta Urban Municipalities Association began its third year. The partnership was developed to assist communities to build welcoming and inclusive communities and to support municipalities that had joined the Coalition of Municipalities Against Racism and Discrimination. Partnership work continued in a number of different areas, including a literature and best practices review, the collection of community profiles, a webinar for municipal leaders and the launch of a Welcoming and Inclusive Communities website.

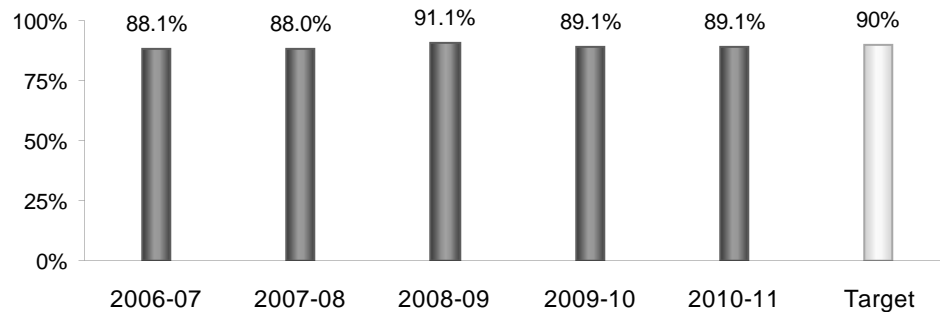
The ministry collaborated with partners to increase capacity and understanding of hate crimes and incidents through involvement in initiatives such as Hate Crime Awareness Day, the Hate Crime website, meetings with stakeholder groups and participation in the Alberta Hate Crimes Committee. A grant to support the committee's work of addressing hate in communities will help it build community capacity to respond to hate crimes in Alberta. A strategic plan will be developed to set the direction and priorities for the committee and resources and tools will be created to support these priorities as well as the needs identified by the communities.

The process for the resolution and settlement of complaints of discrimination to the Alberta Human Rights Commission has been strengthened with the appointment of a new director, one full-time and four part-time commissioners. The new director brings expert knowledge of labour and administrative law to the commission, having served on various tribunals in Canada, most recently as Commissioner of the Canada Pension Plan/Old Age Security Act Review Tribunals. The new members of the commission are members of the Alberta legal community who bring expertise in relevant areas of the law, including human rights law, labour law, mediation and arbitration.

# Performance Measures

## 5.a Human rights protection:

Percentage of adult Albertans who believe human rights are well protected in Alberta



Source: Culture and Community Spirit Survey of Albertans on Human Rights and Diversity

### Description

This measure indicates adult Albertans' perceptions of how well human rights are protected in Alberta.

### Results

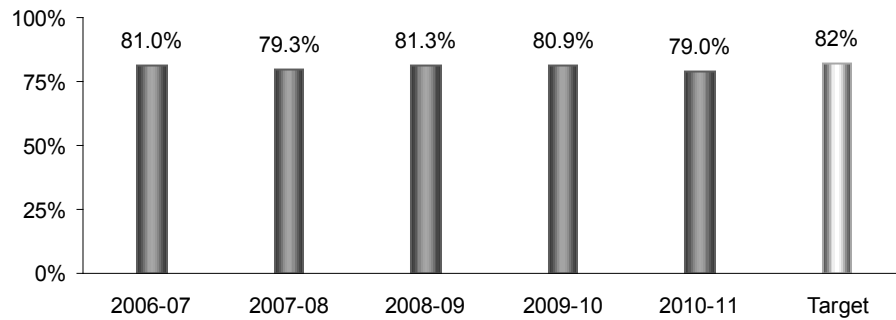
In 2010-11, 89.1 per cent of adult Albertans felt that human rights were well protected in Alberta, less than the target but consistent with previous years' results.

### Analysis

Media coverage on human rights issues or events (both within and outside of Alberta), legislative matters or complaints involving human rights and respondent's knowledge of Alberta human rights legislation have an impact on results. Between the 2001 and 2006 Census of Population, Alberta's immigrant population increased by 20.2 per cent. This was more than double the increase in the non-immigrant population. Over this same period, the number of visible minority Albertans increased by 37.7 per cent. A growing and increasingly diverse population in Alberta is expected to continue and while the proportion and number of immigrants and visible minorities in Alberta has increased, the percentage of Albertans who believe that human rights are well protected has remained largely consistent. To help educate Albertans last year, human rights displays were set up at 36 events targeting an estimated audience of more than 9,100 people. Work also continued with stakeholders and the network of municipalities and partners involved in the Coalition of Municipalities Against Racism and Discrimination to help build inclusive communities and to combat discrimination.

### 5.b Freedom from workplace discrimination:

Percentage of Albertans who believe their current or last place of work in Alberta is free of discrimination



Source: Culture and Community Spirit Survey of Albertans on Human Rights and Diversity

#### Description

This measure indicates adult Albertans' perceptions of whether their place of work is free from discrimination.

#### Results

In 2010-11, 79 per cent of Albertans believed their current or last place of work in Alberta is free of discrimination, less than the target but largely consistent with previous years' results.

#### Analysis

Key factors influencing the results are company practices, workplace policies and interaction with co-workers. Knowledge of human rights legislation and what constitutes discrimination, including media coverage of these issues, are also factors. The proportion and number of immigrants and visible minorities in Alberta has increased. Between the 2001 and 2006 Census of Population, Alberta's immigrant population increased by 20.2 per cent. This was more than double the increase in the non-immigrant population. Over this same period, the number of visible minority Albertans increased 37.7 per cent, directly influencing the diversity of Alberta's workforce. While the diversity of Alberta's workforce has increased, the percentage of workers who agree their current or last place of work in Alberta is free of discrimination has remained largely consistent. To educate both employers and employees, 81 workshops on building respectful and inclusive workplaces were held by the Alberta Human Rights Commission for more than 2,100 participants. Workshop modules offered included The Duty to Accommodate; Discrimination and Harassment in the Workplace; along with workshops on complaint resolution and investigation.

# Financial Summary

## Revenue Highlights (millions of dollars)

	2011		2010
	Budget	Actual	Actual
Internal Government Transfers	\$ 180.1	\$ 179.6	\$ 190.6
Transfers from the Government of Canada	30.7	20.9	2.1
Investment Income	0.6	0.4	0.4
Premiums, Fees and Licences	5.0	4.8	5.3
Other Revenue	13.6	10.8	13.2
<b>Total Revenues</b>	<b>\$ 230.0</b>	<b>\$ 216.5</b>	<b>\$ 211.6</b>

Revenues increased by \$4.9 million from the prior year and totalled \$216.5 million in 2010-11. The primary source of revenue consists of \$179.6 million in internal government transfers, of which there was a net decrease of \$11 million from the prior year. There was an overall decrease of \$21 million in lottery funding provided for various initiatives including the Community Spirit Program donation grant, the Community Initiatives Program, Major Fairs and Exhibitions, the Alberta Multimedia Development Fund and the Other Initiatives Program. This decrease also included less lottery funding to the Alberta Foundation for the Arts, The Alberta Historical Resources Foundation and the Human Rights Education and Multiculturalism Fund. This decrease was offset by \$10 million in additional lottery funding provided for the first payment of a two-year \$20 million one-time commitment to support the Mount Royal Conservatory of Music.

Transfers from the Government of Canada were \$20.9 million, representing an increase of \$18.8 million from the prior year. This increase is primarily related to funding provided from the Government of Canada's Infrastructure Stimulus Fund for the Canada Sports Hall of Fame, Citadel Theatre and GO Community Centre. Actuals were less than budget due to the fact that these projects have not been completed and as such, eligible expenses have not been incurred or reimbursed. This federal program has been extended to October 31, 2011.

The ministry's funds and agencies generated \$0.4 million in investment income, which represents no change in interest earnings from the prior year. Premiums, fees and licences generated \$4.8 million and include admission fees to heritage facilities and film classification fees. Other revenue totalled \$10.8 million and includes revenue from donations, contributions in-kind, sales, rental revenue generated at the Northern and Southern Alberta Jubilee Auditoria, refunds of expenses and other miscellaneous revenues.

## Expense Highlights (millions of dollars)

	2011		2010
	Budget	Actual	Actual
Arts and Cultural Industries	\$ 56.0	\$ 52.6	\$ 65.2
Community and Voluntary Support Services	164.6	172.7	144.4
Heritage	47.4	45.2	50.6
Human Rights and Citizenship	7.8	7.6	7.7
Ministry Support Services	7.8	7.6	7.5
Valuation Adjustments	0.1	0.5	9.1
<b>Total Expenses</b>	<b>\$ 283.7</b>	<b>\$ 286.2</b>	<b>\$ 284.5</b>

Expenses increased by \$1.7 million from the prior year and totalled \$286.2 million in 2010-11.

Funding of more than \$52 million was provided for arts and cultural industries, including over \$15 million for the Alberta Multimedia Development Fund, \$29 million for the Alberta Foundation for the Arts and \$4.8 million to support the Northern and Southern Alberta Jubilee Auditoria.

Nearly 60 per cent or \$172.7 million of total spending was used in support of the nonprofit/voluntary sector through various community grants and voluntary services programs, including: almost \$41 million for the Community Facility Enhancement Program to build, purchase, repair and improve community-use facilities; more than \$24 million through the Community Initiatives Program to enhance and enrich project-based community initiatives; more than \$15 million in grant funding for the Community Spirit Program donation grant to assist nonprofit and charitable organizations in their operations, programs or capital projects; and nearly \$25 million was for worthy projects, including \$5 million provided in International Disaster Relief assistance to the Canadian Red Cross in support of relief efforts in Japan. In addition, almost \$31 million was provided towards one-time capital projects in collaboration with the Government of Canada, including the Canada Sports Hall of Fame, Citadel Theatre, GO Community Centre and Mount Royal Conservatory of Music.

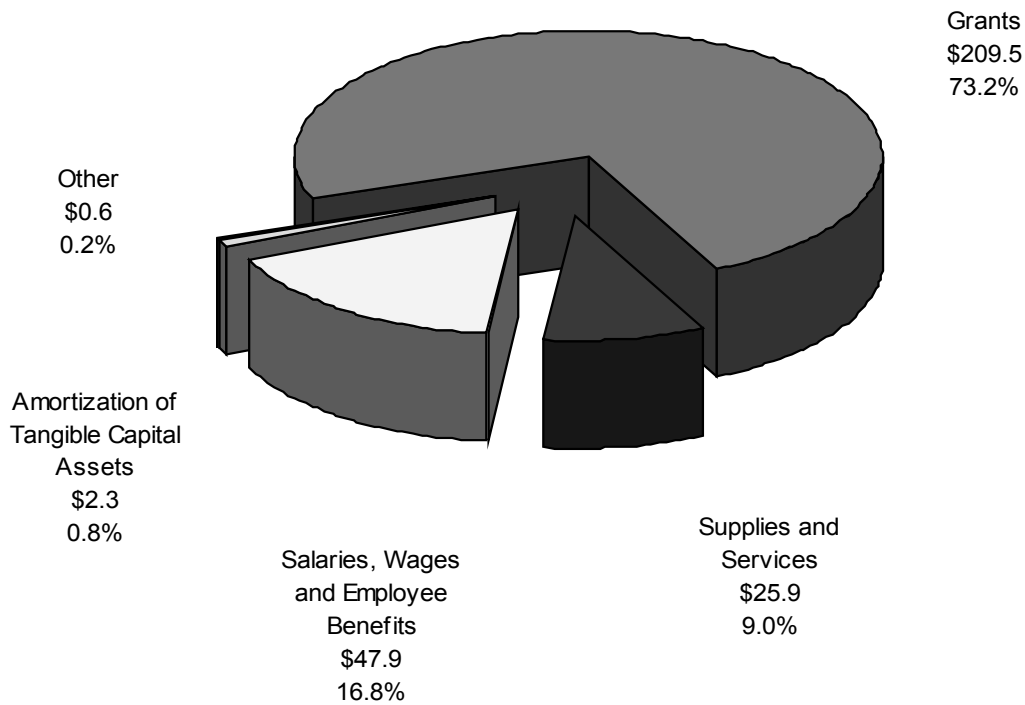
Funding of \$45.2 million was utilized to support Alberta's network of historic sites and museums, including the Royal Alberta Museum and the Royal Tyrrell Museum of Palaeontology. This funding also supported heritage preservation and conservation programs, including \$8.2 million provided through the Alberta Historical Resources Foundation.

Funding of \$7.6 million was used to protect human rights and create healthier and more inclusive communities in Alberta. This included over \$1.9 million through the Human Rights Education and Multiculturalism Fund to promote respect for diversity and equality, prevent discrimination and racism and build welcoming communities and workplaces.

The remaining \$8.1 million, or 2.8 per cent of total expenses, was used to address general support and other services to manage overall ministry operations.

## Ministry Operating Expense by Object (millions of dollars)

Operating expense by object - \$286.2



The ministry's greatest operating expense was grants, where 73.2 per cent of the budget is directed. In 2010-11, approximately \$209.5 million was awarded to support individuals, organizations and communities. Expenditures for salaries, wages and employee benefits primarily to manage heritage facilities, support community groups, administer grant programs and adjudicate human rights cases totalled \$47.9 million. The remainder of the ministry's expenses were for supplies and services (\$25.9 million), amortization of tangible capital assets (\$2.3 million) and other expenses (\$0.6 million).

## Ministry Expense by Function (millions of dollars)

	2011		2010
	Budget	Actual	Actual
Agriculture, Resource Management and Economic Development	\$ 42.3	\$ 38.0	\$ 45.2
Protection of Persons and Property	8.7	8.4	8.4
Recreation and Culture	232.7	239.8	230.9
<b>Total Expense by Function</b>	<b>\$ 283.7</b>	<b>\$ 286.2</b>	<b>\$ 284.5</b>

Expense by function identifies the principal purpose for which an expense is incurred rather than the activity involved. This basis of reporting is used for inter-provincial comparisons and for determining federal funding eligibility.

The function titled Agriculture, Resource Management and Economic Development includes expenses related to the development and promotion of agriculture and other sectors of the economy, such as cultural industries. The function Protection of Persons and Property includes expenses for services provided specifically to ensure public interest objectives are achieved, such as human rights. The function Recreation and Culture includes expenses incurred in the delivery of programs and services to promote leisure activities.

## Other Information

### Ministry of Culture and Community Spirit Statements of Write-Offs Year Ended March 31, 2011

The following information is unaudited:

The following has been prepared pursuant to section 23 of the *Financial Administration Act*. This statement includes all write-offs made or approved during the fiscal year. There were no remissions or compromises.

	<u>Unaudited</u>
Write-offs	
Accounts receivable	<u>\$ 25,160</u>
Total	<u>\$ 25,160</u>

## Acts Administered by Culture and Community Spirit

Culture and Community Spirit is responsible for a wide array of acts that have a direct impact on quality of life in Alberta. Below is a list of all acts administered by Culture and Community Spirit. If you would like to review these acts in more detail, they are included on the ministry's website (<http://culture.alberta.ca/about/legislation.aspx>).

<b>Name of Act</b>	<b>Description</b>
<i>Alberta Centennial Medal Act</i>	Establishes the Centennial Medal and the process to award medals to outstanding Albertans who have made significant contributions to society
<i>Alberta Foundation for the Arts Act</i>	Establishes the foundation with its mandate to promote arts development
<i>Alberta Human Rights Act</i>	Provides for Heritage Day and establishes the Human Rights Commission and the Human Rights and Multiculturalism Education Fund; prohibits discrimination on specific grounds
<i>Emblems of Alberta Act</i>	Establishes provincial emblems and governs the reproduction and use of the emblems
<i>Film and Video Classification Act</i>	Provides for licenses for screening motion pictures, classification of films and prohibits access of minors to adult videos
<i>First Nations Sacred Ceremonial Objects Repatriation Act</i>	Provides the mechanism for the repatriation of First Nations sacred objects
<i>Foreign Cultural Property Immunity Act</i>	Provides for immunity from seizure of foreign cultural property in Alberta
<i>Glenbow-Alberta Institute Act</i>	Enables the Glenbow-Alberta Institute to hold and administer grants, and to foster historical, cultural and scientific activities in Alberta
<i>Government House Act</i>	Establishes the foundation and sets out its mandate to preserve and promote Government House
<i>Historical Resources Act</i>	Provides for the use and protection of historic resources; establishes the Historic Resources Fund and the Alberta Historical Resources Foundation
<i>Holocaust Memorial Day and Genocide Remembrance Act</i>	Establishes Yom ha-Shoah – Holocaust Memorial Day
<i>Queen Elizabeth II Golden Jubilee Recognition Act</i>	Establishes special awards and scholarships that honour Alberta youth in recognition of the Queen's Golden Jubilee
<i>Wild Rose Foundation Act</i>	Establishes the foundation and sets out its mandate of providing grants for volunteer nonprofit organizations and to promote charitable and humanitarian activities

## Performance Measures: Data Source and Methodology

### **Culture and Community Spirit Survey of Albertans on Culture**

(Measures: 2.a, 3.a, 4.a, 4.b, and 4.c)

The Culture and Community Spirit Survey of Albertans on Culture is an annual province-wide telephone survey of 1,000 adult Albertans. Leger Marketing conducted this survey using a random sample stratified by age group, gender and geographic location to be representative of Alberta's population. Albertans were asked questions on topics such as arts and culture, volunteerism and heritage. Interviews were conducted from December 28, 2010, to January 31, 2011, by trained and experienced interviewers. At least 10 per cent of each interviewer's work was directly monitored during calls. The response rate was 30.1 per cent and the margin of error is +/- 3.1 per cent, 19 times out of 20.

### **Alberta Multimedia Development Fund Production Reports**

(Measure: 2.b)

The results for this measure are collected from the Alberta Multimedia Development Fund's administration records. Production companies approved for funding under the Alberta Multimedia Development Fund submit production reports to the ministry for each production satisfactorily completed. Basic information from the production report is entered by program staff as data into an Excel spreadsheet, which produces a sum of the dollar value of film productions for the fiscal year. Based on the value of the project, the film production companies provide either audit statements, review engagements prepared by qualified accountants or a statutory declaration as part of the production report. The production is included in the fiscal year that the grant authorization process is initiated, which is shortly after the production report is received. Reporting may occur in a different fiscal year than the year in which the bulk of production work takes place due to project completion times crossing the reporting year, therefore influencing results for the following year.

### **Community Initiatives Program Client Survey and Community Facility Enhancement Program Client Survey**

(Measure: 3.b)

The 2010-11 surveys were conducted by Leger Marketing. Samples were drawn from all the Community Initiatives Program and Community Facility Enhancement Program clients who received funding from the fourth quarter of 2009-10 and the first three quarters of the 2010-11 fiscal year. The final sample sizes were 422 for the Community Initiatives Program survey and 260 for the Community Facility Enhancement Program survey. Leger Marketing used computer automated interview software for data collection. Interviews for the two surveys were conducted between February 8 and February 28, 2011. Results were determined using the "yes" category of the response options "yes" and "no." Results for the surveys are totaled to produce the overall result. In terms of the combined individual results, 403 of the 422 (95.5 per cent) Community Initiatives Program clients responded "yes" and 237 of the 260 (91.2 per cent) of the Community Facility Enhancement Program clients responded "yes." The overall margin of error for the measure is +/- 2.8 per cent, 19 times out of 20. The margin of error for the Community Initiatives Program survey is +/- 3.6 per cent, 19 times out of 20 and the margin of error for the Community Facility Enhancement Program survey is +/- 4.5 per cent, 19 times out of 20.

## **Client Satisfaction Survey – Customer Service Information System**

(Measure: 3.c)

The Client Satisfaction Survey was conducted from April 1, 2010, to March 31, 2011, by the Community Development Branch. Survey respondents are clients with whom agreements for service have been determined and are selected from those who receive branch services. Clients are community leaders, members of organizations or representatives of government set in the context of group participation. Only projects completed during the fiscal year are counted in the survey, even if the project was started in a prior year. There were 4,930 surveys distributed; however, only 4,656 surveys were returned resulting in a response rate of 94.4 per cent. Overall satisfaction is based on the top two response categories of a six point scale (very satisfied, satisfied, slightly satisfied, slightly dissatisfied, dissatisfied and very dissatisfied). The margin of error is +/- 0.3 per cent, 19 times out of 20.

## **Heritage Facilities Visitor Survey - Non-Local and Local Residents**

(Measures: 4.d and 4.e)

This methodology pertains to 2008-09, when the survey was last conducted. The satisfaction level of visitors to provincial historic sites, museums and interpretive centres was determined through the Heritage Facilities Visitor Survey – Non-Local and Local Residents. A multi-stage, stratified systematic random sample was used, and each facility was sampled independently. This measure reported the overall satisfaction level of independent visitors (excluding school groups, tours and other groups, after-hours visitors to facilities, people attending education programs and visitors attending facilities for special functions). A private research firm, Banister Research and Consulting Inc., was responsible for survey and questionnaire design updates, data quality control, data entry, verification and final report preparation. Overall results were determined using the top two combined response categories of a five-point rating scale (very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied and very dissatisfied).

## **Culture and Community Spirit Survey of Albertans on Human Rights and Diversity**

(Measures: 5.a and 5.b)

The Culture and Community Spirit Survey of Albertans on Human Rights and Diversity is an annual province-wide telephone survey of 1,000 adult Albertans. Leger Marketing conducted this survey using a random sample stratified by age group, gender and geographic location to be representative of Alberta's population. For performance measure 5.a, the results are based on the combined total of adult Albertans who indicated human rights are "fairly well" or "very well" protected in Alberta, the top two categories of a four point scale. For performance measure 5.b, the results are based on the combined total of adult Albertans who indicate they "agree" or "strongly agree" that their workplace is free from discrimination. Interviews were conducted from December 28, 2010, to January 31, 2011, by trained and experienced interviewers. At least 10 per cent of each interviewer's work was directly monitored during the call. The response rate was 33.1 per cent and the margin of error is +/- 3.1 per cent, 19 times out of 20.

# Readership Survey

## Culture and Community Spirit 2010-11 Annual Report

Thank you for reading the Culture and Community Spirit 2010-11 Annual Report. We hope that you will take a few minutes to complete this readership survey. We are committed to continuous improvement and welcome your feedback and suggestions.

**Instructions:** Please read each question carefully and circle the rating that best describes your response. If you require more space for your response, please use a separate piece of paper and identify the corresponding question clearly. If you have any questions, or require further clarification, contact Brad Babiak at 780-644-3272 or [brad.babiak@gov.ab.ca](mailto:brad.babiak@gov.ab.ca).

If you would like to be contacted regarding your feedback, please provide your information below.

Name:  
Organization:  
Telephone Number:  
Email:

1. Having read the Culture and Community Spirit 2010-11 Annual Report, how would you rate it overall on the following characteristics? Using a scale of one to five, where ONE is STRONGLY DISAGREE, THREE is NEUTRAL, and FIVE is STRONGLY AGREE, do you agree that...*(Please circle only one rating number for each statement.)*

	<b>Strongly Disagree</b>		<b>Neutral</b>		<b>Strongly Agree</b>
I learned something new about the ministry by reading this report.....	1	2	3	4	5
This annual report is easy to read .....	1	2	3	4	5
This annual report was informative and useful to me .....	1	2	3	4	5
The report has an appealing format/look.....	1	2	3	4	5
I can easily find information that I am looking for .....	1	2	3	4	5
I plan on using this annual report as a reference .....	1	2	3	4	5
Overall, this annual report meets my needs as a reader.....	1	2	3	4	5

2. What areas or features did you like the most about this annual report?
- 
- 

3. What areas or features would you recommend for further improvement?
- 
- 

Please tear out this survey and fax it to 780-427-0255 or mail it to Culture and Community Spirit, Planning and Performance Measurement, 7th Floor, Standard Life Centre, 10405 Jasper Avenue, Edmonton, Alberta, Canada, T5J 4R7



